

Message Text

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PAGE 01 TUNIS 05890 221332Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W
-----073862 222136Z /75

R 221313Z AUG 78
FM AMEMBASSY TUNIS
TO USDOC WASHDC
INFO SECSTATE WASHDC 2226
AMEMBASSY ALGIERS
AMEMBASSY ATHENS
KTKCMSSY RABAT 5560
AMCONGEN CASABLANCA

UNCLAS TUNIS 5890

ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, TS
SUBJ: FY 80 USDOC/CAGNE TRADE PROMOTION EVENT SCHEDULE

REF: USDOC 13183

1. EMBASSY FEELS ADDITION OF EDP SEMINAR REPEAT SEMINAR MISSION TO FY80 SCHEDULE WOULD BE AN EXCELLENT CHOICE. DECEMBER 1977 EDP SEMINAR STIMULATED CONSIDERABLE INTEREST IN US PRODUCTS AND SERVICES. EDP IS AREA OF GROWTH IN GOVERNMENT AND PRIVATE SECTOR, AND FOLLOW-ON SEMINAR MISSION WOULD BE PARTICULARLY APPROPRIATE.

2. MACHINE TOOLS THEME WOULD BE INTERESTING TOPIC, BUT TOTAL MARKET IS STILL SMALL (PERHAPS \$10 MILLION/ YEAR) AND HAS BEEN DOMINATED IN THE PAST BY EUROPEAN FIRMS, IN PARTICULAR THE FRENCH. CONSIDERABLE ORGANIZING AND MARKETING EFFORT WOULD HAVE TO BE MADE IN ORDER FOR EVENT TO BE SUCCESSFUL.

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3. YET IN SPITE OF THE LIMITATION MENTIONED IN PARA 2 WE THINK SCHEDULING OF MACHINE TOOL EVENT SHOULD TAKE PRECEDENCE OVER EDP SEMINAR. MACHINE TOOL SECTOR IS ONE WHICH HAS BEEN LARGELY IGNORED BY US MANUFACTURERS IN RECENT YEARS, AND SHIFT CAN BE SEEN IN TUNISIAN INVESTMENT PROMOTION TOWARD MECHANICAL AND OTHER CLIENT INDUSTRIES. WHILE CONSIDERABLE EFFORT WOULD BE NECESSARY TO MAKE ANY

IN-ROADS INTO LOCAL MARKET, COMMERCIAL SECTION THINKS SUCH
AN EFFORT IS WORTH MAKING.
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Message Attributes

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Draft Date: 22 aug 1978
Decaption Date: 01 jan 1960
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Disposition Date: 01 jan 1960
Disposition Event:
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SAS ID: 1654742
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Status: NATIVE
Subject: FY 80 USDOC/CAGNE TRADE PROMOTION EVENT SCHEDULE
TAGS: BEXP, TS
To: COM
Type: TE
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